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Stormwater Services*



# Stormwater 201 – Public Education

Presented to the Joint City-County Planning Committee

September 11, 2008

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# Stormwater Public Education

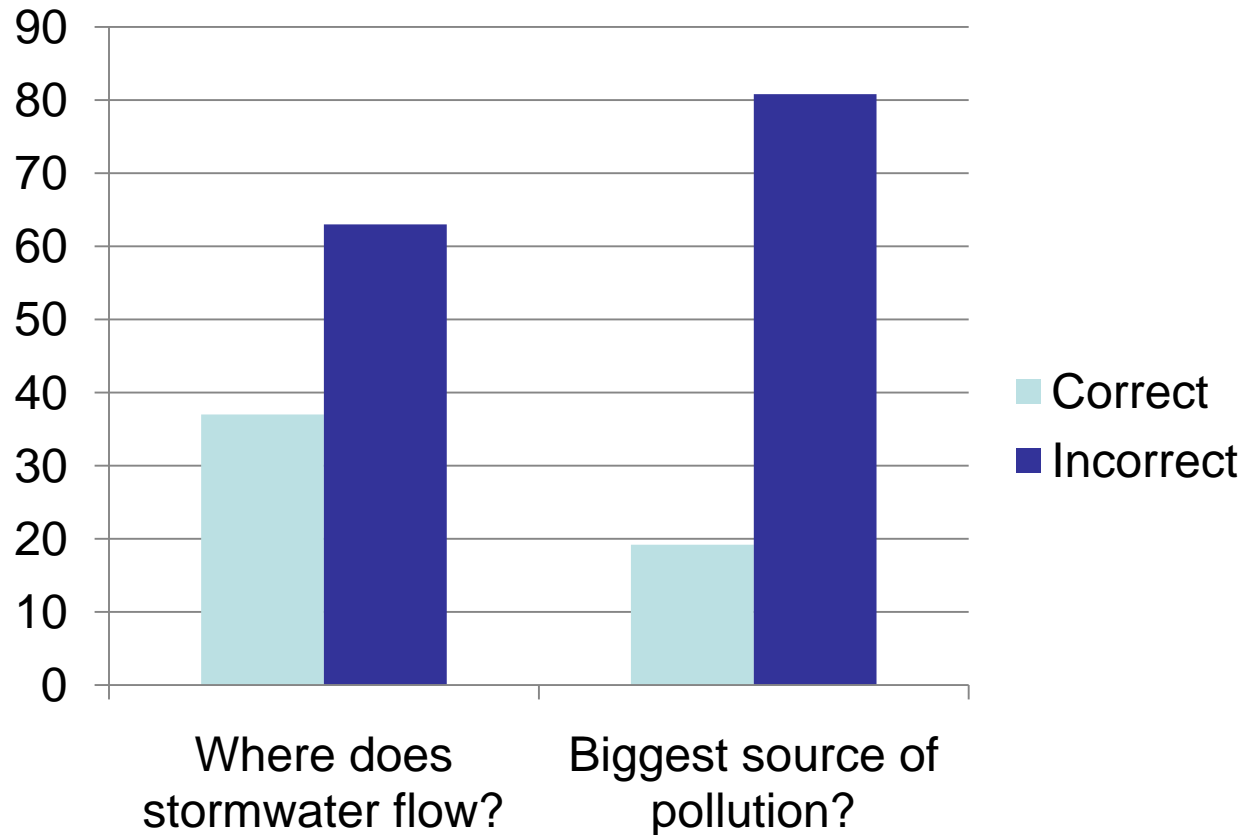
- What North Carolinians know
- Environmental education
- Issue-specific campaigns
- Public involvement
- Outreach to business and industry



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## Why public education?



Source: 2005 State Stormwater Survey



# Environmental Education

- Build long-term knowledge
- Lay foundation for responsible decision making
- Usual target audience: students
- Method: hands-on lessons





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## Issue-specific campaigns

- Goal: behavior change
  - ✓ Pick up dog waste
  - ✓ Fertilize less
  - ✓ Plant trees along creek bank
- Target audience: adults
- Methods: mass media, outreach at festivals, signs, City newsletter



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## Issue-specific campaigns

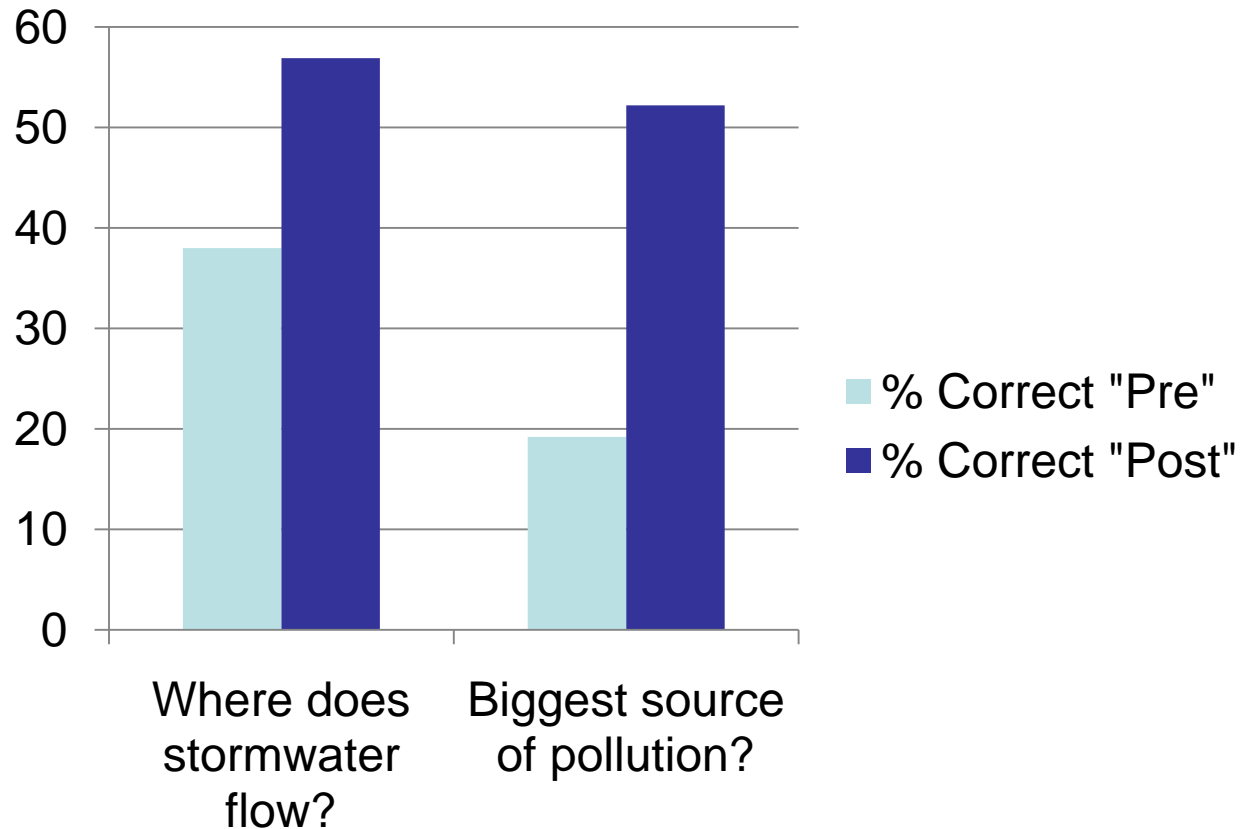
- Mass media campaigns through Clean Water Education Partnership
  - 31 local government partners
  - Public Service announcements on TV, radio, & movie theaters
  - [www.nccleanwater.org](http://www.nccleanwater.org)
- Pair action and awareness spots



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# Issue-specific campaigns



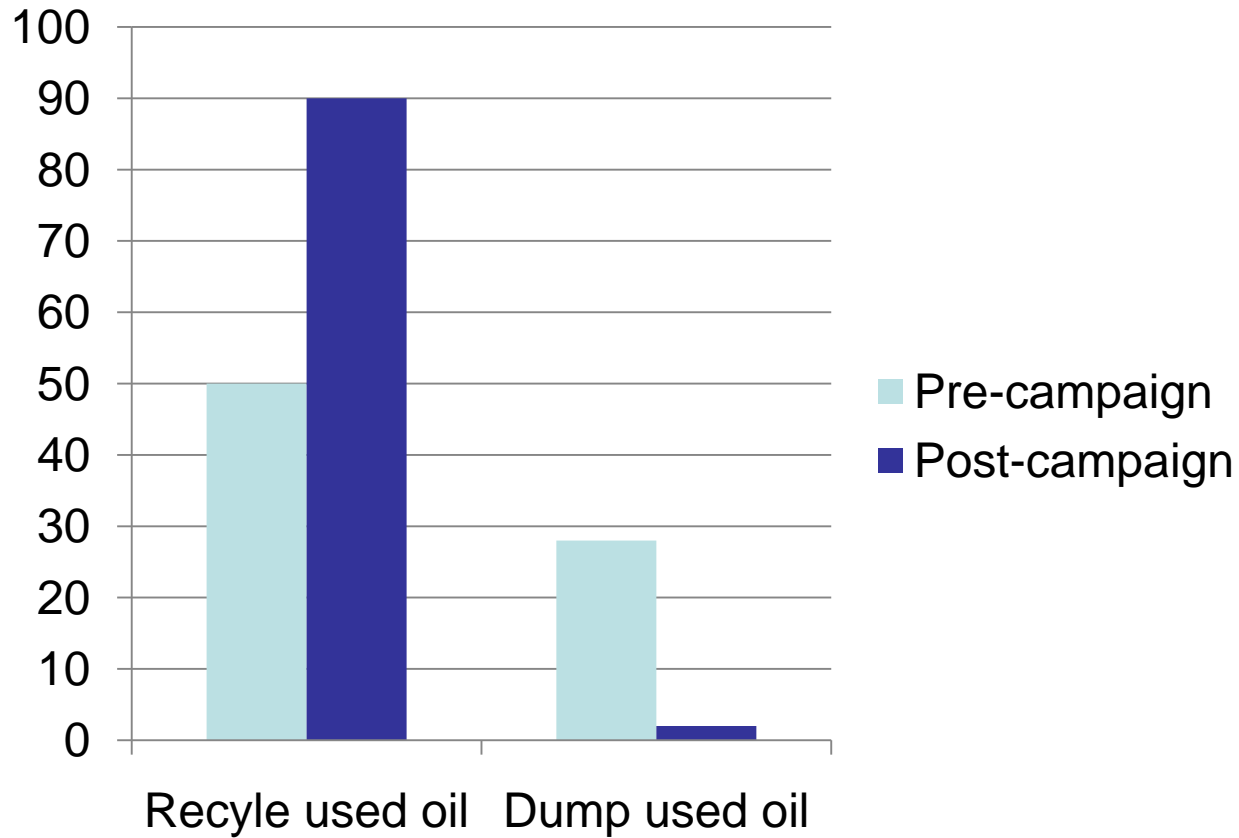
Source: 2007 CWEP Survey



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# Issue-specific campaigns







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# Public Involvement

- Stream clean-ups
- Adopt-a-stream
- Storm drain labeling





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## Public Involvement *by the 2007 numbers*

11,615

lbs of trash collected at 21 sites

42

stream miles adopted by 12 groups

250

storm drain labels applied

764

people involved in clean-ups, storm  
drain labeling, and adopt-a-  
stream



# Outreach to Business/Industry

- Green business program

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- Engineering seminars